



AGENDA ITEM #: 17

DATE OF MEETING: July 20, 2006

ACTION: X

DISCUSSION:

PROJECT TITLE: KCED™ – The Second Season of *A Place of Our Own* and *Los Niños en Su Casa*

A. SUMMARY OF REQUEST:

This item is two-fold:

1. Al Jerome, President and CEO of KCET Los Angeles, will present the highlights of the second season of the KCED™ series targeted at educating parents, family, friend and neighbor (FFN) and other childcare providers of children under the age of five; and
2. The Commission will consider approving a request of up to \$6 million for a three-year funding proposal, October 2006 - September 2009, to continue the KCED™ Initiative.

Under the KCED™ Initiative, KCET has developed and produced two talk show/demonstration television series -- *A Place of Our Own (APLO)* in English and *Los Niños en Su Casa (LNSC)* in Spanish—that are supported by comprehensive websites in English and Spanish, DVD materials, and multilingual educational workshops in communities throughout California with topics such as storytelling, obesity, and working with children with special needs. There is no other project designed to reach friend, family and neighbor (FFN) caregivers or parents in such a proactive way.

This three-year request is to correspond with funding support by both British Petroleum (BP) and the Children and Families Commission of Orange County for an additional three years. KCET was successful in obtaining a national distribution agreement with the Corporation for Public Broadcasting that will contribute an additional \$3.8 million over the next three years. Staff recommends continuation of funding to KCET.



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B. BACKGROUND/HISTORY:

Kindergarten teachers estimate that one in three children are currently unprepared for the challenges of school. In California, only 35 percent of pre-school aged children are in licensed settings and about 30 percent of children ages 0-2 are in informal settings in the care of relatives, friends and other child caregivers who may not have access to opportunities to grow professionally, to learn about child development or the appropriate means to cultivate children's learning. These FFN caregivers may lack transportation to reach community resources and/or finances for training. However, these caregivers usually do have access to television.

First 5 California FFN Caregiver Support Project

At the November 2002 meeting, the State Commission approved \$10 million over four years for the Informal, or FFN, Caregiver Support Project and approved up to \$2 million to begin the project using an existing Best Practices Subcontract with ETR Associates. Based on recommendations from the expert panelists at the January 2002 State Commission Meeting on FFN Care and findings from the FFN focus groups completed in October 2003, State Commissioners then approved the remaining \$8 million to KCET Los Angeles for development and production of a new PBS program, KCEd™ (\$4 million in March 2004 and the remaining \$4 million in July 2005).

KCEd™ Second Year Report

KCET will present information on program effectiveness, viewers, workshop participants and website visits. Highlights include:

Awards: The series recently was awarded a 2005 George Foster Peabody Award. These awards are the oldest, most distinguished in broadcasting and selected by a unanimous vote of the judging panel. They recognize radio and television stations and producers for distinguished achievement and meritorious service. This year the panel received over 1,000 entries and granted 32 awards. In addition, the series won Parent's Choice Recommended Awards. *A Place of Our Own* was just nominated for a 2006 Los Angeles regional Emmy while *Los Niños en Su Casa* won a 2005 Los Angeles Regional Emmy Award in the category of "Best Informational/Public Affairs Series". It is the first Spanish-language series to win in the public affairs category.



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Program effectiveness: At least 80 percent of studied viewers report increased knowledge in tested areas such as building literacy skills, diabetes and identifying children with special needs. Viewing the series also leads to parent and child caregiver awareness that there is always more to learn about good child care practices.

Viewers: Overall Viewers (unduplicated) in the period from October 2005 through May 2006 totaled 5,622,000 up from more than three million households previously (a 51 percent increase from Season 1).

Viewer Demographic	<i>A Place of Our Own</i>	<i>Los Niños en Su Casa</i>
Household incomes of less than \$40,000	49%	64%
Education levels of a high school degree or less	35%	56%
Latino Viewers	44%	77%
African-American Viewers	15%	13%

Workshop participants: Community Outreach Workshops are clearly reaching the targeted population. Popular demand resulted in the stations and local partners (including First 5 County Commissions and Resource and Referral agencies) scheduling over 300 workshops throughout the state. Season 1 held 200 workshops reaching 1,736 child care providers, and an estimated 8,500 children. Additional data showed that participants self-reported as 42 percent FFN providers; 17 percent were African American, 52 percent were Latino; and 67 percent earned less than \$34,000 annually.

Websites: The *APLO* and *LNSC* websites (www.aplaceofourown.org or www.losninosensucasa.org) contributed to the winning of both the Peabody and Parents' Choice Recommended Awards. The websites have two major new features this year:

1. "Active Learning" section, which includes all the materials from the workshops in downloadable form as well as a childcare provider workbook that allows parents and providers to self-assess skills; and
2. Moderated online message boards where parents and caregivers can share ideas and concerns.

Show Content: The series and web sites address all issues of early childhood development--early literacy skills, health and nutrition, social and emotional development. In the first year, 240 programs were produced and an additional



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130 were produced in the second year (65 in each series).

In the second season, KCET drew on feedback from the Circle of Advisors as well as from State Commissioners at the July 2005 Meeting, and decided to focus on topics related to health with 17 for each series of the total 65 new episodes covering this topic. Twelve episodes for each series focused on children with disabilities and other special needs and covered topics such as children with autism and developmental delays.

Program Improvements: KCET has made extensive efforts to reach FFN caregivers. A consultant from Kern County Resource & Referral (R&R) agency has been used during Season 1 and 2 to ensure that all message points were consistent with FFN caregiver needs. This season, every show's panel included a FFN caregiver (usually a grandparent) and, in response to a First 5 Commissioner request, a parent. KCET continued to distribute flyers through community organizations, clinics and school districts as well as participated in community events. KCET has been successful in finding partnering organizations that can help promote the series to key constituents.

Although *APLO* was specifically produced to be important and relevant to multiple communities, in response to State Commissioner feedback KCET made a special outreach effort to the African American community and saw dramatically improved Nielsen ratings for that population (from 3-4 percent in Season 1 to 15 percent in Season 2). Production elements designed specifically with that in mind include an African American co-host, African-Americans on nearly every panel, and the inclusion of African-American guest experts. The specific outreach efforts for *APLO* have worked primarily through partnerships with organizations that support African-Americans, such as the Urban League, as well as participation in community events, such as the Oakland Kwanzaa Day Festival, the LA Kingdom Day Parade, and urban press exposure through Alec Colchico, the Imagination Expert and co-host of *A Place of Our Own*.

In Season 2, KCET offered a "media bank" for First 5 California promotional spots. These spots will run in all seven markets of the state, outside of the time periods where *APLO* and *LNSC* are carried. This will give First 5 California additional exposure with a proportionately different audience. The value of these spots is \$1 million of on-air recognition based on current station rate cards. First 5 California has authorized these spots to begin their flight in July 2006 under the proposed schedule submitted by GMMB.



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Evaluation: First 5 California's funding for program year 2005-06 included a review process to determine whether the project is reaching the target audience and obtaining desired outcomes. Preliminary results will be presented at the meeting.

Findings of the second season externally conducted Annual Impact Research Study, still in progress, report similar successes to the first season. Early results show that watching the series increases knowledge of all topics covered, even topics that many providers think they already know a lot about, such as physical activity and eating habits, and are positively impacted by viewing the series. Eighty-six percent of participants reported that they "know more" or "know much more" about "Diabetes in Children," 84 percent reported knowing more about "Activities to Improve Literacy" and 80 percent reported knowing more about "Identifying Children with Special Needs."

More importantly, viewing the series successfully generates interest in childcare topics. Nearly 90 percent of tested parents and child care providers desire more information on at least one topic covered in the series. A majority of parents and childcare providers also report intent to view the series in the future (67 percent very likely to view) and recommend the series to others (79 percent very likely to recommend).

C. PROPOSAL:

KCET would develop and produce three additional seasons in English and in Spanish of the PBS program *APLO* and *LNCS*. The series would continue to be supported by comprehensive web sites and continue to provide early learning teaching strategies and child development information for home-based child caregivers with an emphasis on FFN caregivers and parents. The project includes a continued outreach component to involve more community based organizations and other partners to build awareness of the series and to increase participation in the community workshops and events that focus on the skills of home-based caregivers. First 5 California staff would continue to serve on the Circle of Advisors to provide input into the content and direction of the shows and represent First 5 California priorities.

1. Proposed Contractor

KCET, the west coast flagship station of PBS, has been the exclusive contractor for this project, which was originally funded by First 5 California in March 2004 and



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then again in July 2005. Its award-winning experience in producing children's television, as well as its partnerships with Sesame Street, positions KCET uniquely to provide an informational television program for home-based caregivers and parents.

As the broadcaster in the second largest television market in the country with the largest broadcast signal in public television and serving the most diverse media market in the nation, KCET's ability to impact distribution is unparalleled. In addition, the concept of a series to reach parents and caregivers was initially developed by KCET. Only because of KCET's involvement is this program supported and broadcast by all 12 public television stations in California.

2. Scope of work

These funds will be used towards production of additional programs for *APLO* and *LNCS* as well as the series' companion websites, outreach workshops and publicity. KCET expects to produce 50 programs (10 weeks of new shows) for each series in Season 3 and Season 4, and to produce 40 programs (8 weeks of new shows) for each series in Season 5. The project also includes a Circle of Advisors, with two seats for the First 5 California commission, and evaluation for the series.

3. Primary goals and objectives

The primary objective of the series, the supporting workshops and websites is to improve school-readiness in young children by providing access to information and resources in early childhood development to parents and FFN caregivers who may not otherwise seek training. By informing parents and caregivers of every day opportunities and resources in their home to build learning skills, identifying child development and health concerns, promoting messages of the importance of quality child care and the possibilities of learning during times that might otherwise be considered "babysitting," *APLO* and *LNCS* seek to improve the quality of care and early learning for young children in California before preschool or formal education.

4. Population

The primary focus of this project is to serve parents and FFN caregivers, who may not otherwise seek training in childcare. Based on viewer mail as well as attendance at workshops for Seasons 1 and 2, we know that licensed family child care providers, center based teachers as well as students in early childhood development also have found the series to be an excellent resource.



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The series are broadcast on PBS stations in all seven markets of the state as a total. Twelve local PBS Stations and one County Office of Education Station are currently participating in this project by airing the shows and also providing outreach/training. Please refer to Attachment California Audience Profile Oct 1, 2005 – May 31, 2006, for Nielsen ratings on viewership.

5. Time frames

Additional funding would ensure continued production and airing of both shows for October 2006 -- September 2009. The television cycle is such that performers and production companies already are finalizing their schedules for the coming season. Approval in July will allow KCET to:

- Trigger agreements with the two hosts ensuring their availability to the program. This is important because KCET receives positive feedback from the viewers regarding the hosts. Also, continuity from one season to the next offers flexibility in repurposing elements of shows into new episodes; greater flexibility with the repeat schedule in using programs from both seasons; and cost savings in being able to use existing outreach and promotional materials.
- Trigger agreements with the producing partners, 44 Blue and Sesame Workshop. In addition to the same pressures of adhering to the television cycle, there is an enormous benefit to working with the same production staff in season two.
- Premiere new episodes in winter 2007. Feedback from viewers is that they are looking for new episodes and information, and this ensures KCET's ability to respond with new content as quickly as possible.

6. Evaluation

As in the first two years, KCET would continue the evaluation protocol including: testing whether or not messages from the programs are being understood correctly by caregivers, assessing through an external process the general impact and awareness of the shows, evaluating the training and outreach workshops component and evaluating usability of the website and understanding of content.

The Annual Impact Research Study tests how viewing of the series may affect viewer attitude, knowledge and behavior. Participants would continue to include both English and Spanish speaking parents, FFN and licensed family child-care



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providers. Participants would participate in phone surveys before viewing programs to determine what their existing child care practices are, then would be sent sets of programs to watch and finally would participate in a post-viewing survey to measure any changes.

7. Cost

The amount requested of First 5 California is \$6 million for the next three years. This request would be drawn from the child care account that also funds CARES, ABCD, and portions of Power of Preschool and School Readiness. Furthermore, KCET and First 5 California have arrived at a revenue sharing agreement. While the series is still in production, this applies only to ancillary sales, such as videos and DVDs of the episodes.

The total cost for the third and fourth seasons of the project is \$6.5 million annually and \$5.7 million for year five. KCET has reduced costs in these later years by producing fewer new programs and repackaging existing segments. Seasons 3 and 4 will be 10 weeks long (50 shows in each series) while season five is planned for eight weeks of new programs (40 shows in each series).

Funding Partner	3 rd Season	4 th Season	5 th Season
First 5 CA Request	\$2.5 million	\$2 million	\$1.5 million
First 5 LA Request	\$1.5 million	---	---
Corporation for Public Broadcasting	\$1 million	\$1 million	\$1 million
BP	\$1 million	\$1 million	\$1 million
First 5 Orange	\$100,000	\$100,000	\$50,000
Other Funding Partners	\$400,000	\$2.4 million	\$2.15 million
Total Cost for Project	\$6.5 million	\$6.5 million	\$5.7 million



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D. FIRST 5 CALIFORNIA OBJECTIVES:

This project addresses several CCFC objectives provided in the Strategic Plan, particularly in support of school readiness. The goal is to promote quality care and education for young children by providing information and tools to parents and child care providers. Through the series, the Commission can achieve Goal 1 Early Learning and Education, through Objectives 1 and 2, Increase Early Literacy and Improve the Quality of Care through Training, Development and Retention. Past program topics not only include how to build early literacy and learning skills, but also address early identification of health and developmental issues as well as special needs and a segment on oral health.

The series also includes programs and segments on caregiver support such as the Family Leave Act, managing stress and providing a "Circle of Care" that includes parents, providers, FFN caregivers and community resources such as doctors. The broad number of topics covered also helps to fulfill Goal 2 Early Childhood and Health as well as Goal 3 Parent and Community Education from the Commissions Strategic Plan. Future programs will continue to follow this curriculum and fulfill these goals. Season 3, under the guidance of the Circle of Advisors including a new representative from Zero to Three, will have a special focus on infant and toddler topics.

E. INTERFACE/IMPACT ON OTHER PROGRAMS:

This program is unique in that KCET makes every effort to interface with multiple First 5 California funded projects, including the use and reference to the Asthma Project and the California Child Care and Health line, the inclusion of CARES and School Readiness programs in the workshops, which provided stipends for the hosting agencies, as well as participation in the FFN Collaborative (a group of State and local agencies working on projects related to supporting FFN caregivers that meet to share resources and to ensure that related efforts to support the FFN caregivers complement one another).

Through other PBS stations in California, KCET also engages local County Commissions. This has included their participation in workshops, as well as an Advisory Committee consisting entirely of local County Commissions on a volunteer basis.



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The KCED™ Initiative also compliments the California Department of Education's (CDE) Exempt Care Provider Outreach and Training Project, which builds upon and expands the Child Care Initiative Project (CCIP) to serve license-exempt child care providers. The project has a contract date of August 2005 to June 2007 with approximately \$8.5 million (of a total project amount of \$9.8 million) to be distributed to local Child Care R&R agencies based on high and low cost counties as well as by unique needs such as child population.

The California Child Care R&R Network is developing training modules and materials specifically designed for this provider population and is providing oversight and technical assistance to expanded CCIP programs. The video and print materials for the four training modules focus on the following topics in connection with the CDE document, "Supporting Early Learning: Guidelines for Home Care Settings:"

- a) The vital role license-exempt providers play in the lives of the children they care for (teachable moments). This module includes health, safety and nutrition information.
- b) Discipline, Guidance and Family Support,
- c) Family Literacy, and
- d) Playing is Learning.

F. ATTACHMENTS

California Audience Profile: Oct 1, 2005 – May 31, 2006

California Audience Totals & Growth: Oct 1, 2005 – May 31, 2006